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UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
Washington, D.C.

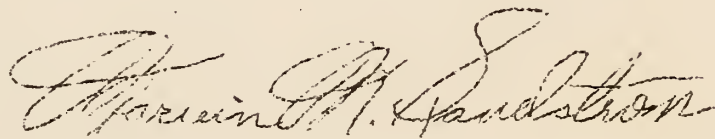
FOR YOUR INFORMATION

Not For General Distribution

The attached outline report of field Radio Activities of the Agricultural Marketing Service was compiled at the request of the Department's Office of Information. It is believed to be correct as of February 1, 1940.

We are confident that you will find the report of interest, for it indicates the wide coverage of farm market information by radio. Nearly one-half of all radio stations in the United States report that they broadcast agricultural market information one to five times daily.

If you know of any corrections or additions needed to bring this compilation to date, please notify E. J. "Mike" Rowell of this office.



Marvin M. Sandstrom,  
In Charge,  
Market Information Section.

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RADIO ACTIVITIES OF THE AGRICULTURAL MARKETING SERVICE

1. Regional programs presented under our auspices.

Colonial Network. (Stations: WCOU - Lewiston, Me.; WLNH - Laconia, N.H.; WAAB - Boston, Mass.; WSPR - Springfield, Mass.; WHAI - Greenfield, Mass.; WEAN - Providence, R.I.; WICC - Bridgeport, Conn.)

"Program Devoted to New England Agriculture", broadcast daily Monday through Friday at 12:15 to 12:30 p.m. (This program is also carried by two frequency-modulated stations - WEAD and W 1 X0J.)

NBC Blue in New England. (Stations: WBZ - Boston; WBZA - Springfield, Mass.; short-wave station WBIS).

"New England Agriculture", broadcast Mondays through Saturdays at 6:15-6:45 a.m.

Texas State Network. (Originating station KFJZ - Fort Worth. Others: KFJZ, KAND, KRIC, KTEM, KGKB, KGKL, KVSP, KFYO, WACO, KRBC, KNOW, KRRV, KTLT).

"Weekly Series on Cotton", Thursday at 11:05-11:15 a.m.

2. Regional networks to which we supply material.

Michigan State Network. (Stations: WBCM - Bay City; WOOD - Grand Rapids; WJIM - Lansing; WIBM - Jackson).

A daily program of market news is presented over the Michigan State network. This includes market information from our Fruit and Vegetable office in Detroit. Most of the broadcast is presented from the Livestock Exchange, and it is this office which telephones for the fruit and vegetable market reports. Officials of the Exchange also listen to WLW (Cincinnati) broadcasts and use excerpts therefrom. This program has been on the air some 5 or 6 years. It is about 6 months of the year. For at least the last 4 years it has been sponsored by Ford, but the program is carried at the same time month in and month out, whether sponsored or not.

Colorado Radio Network. (Originating Station KFKA, Greeley, feeds KVOR, Colorado Springs, KFEL Denver.)

"Market News Broadcast" from the Denver Union Stockyards at 12:45-1:00 p.m. daily. Available to any radio station wishing this program without charge.

3. Broadcast presented by branch office employees through remote control facilities.

WIRE - Indianapolis, Ind.

KSCJ - Sioux City, Iowa

KTRI - Sioux City, Iowa

KFH - Wichita, Kansas

WHAS - Louisville, Ky.

WGRC - Louisville, Ky.



3. (Continued)

|                          |                             |
|--------------------------|-----------------------------|
| WBAL - Baltimore, Md.    | KOMA - Oklahoma City, Okla. |
| KFEQ - St. Joseph, Mo.   | WLS - Chicago, Ill.         |
| WOW - Omaha, Nebraska    | WSAI - Cincinnati, Ohio     |
| WLW - Cincinnati, Ohio   | WHB - Kansas City, Mo.      |
| WSFA - Montgomery, Ala.  | WEW - St. Louis, Mo.        |
| WCKY - Cincinnati, Ohio  | WIND - Gary, Indiana        |
| KGKO - Fort Worth, Texas | WEAA - Dallas, Texas        |
| WBAP - Fort Worth, Texas |                             |

Broadcasts presented from the radio station.

|                        |                          |
|------------------------|--------------------------|
| WEAF - New York, N. Y. | WMC - Memphis, Tenn.     |
| WSB - Atlanta, Ga.     | WWL - New Orleans, La.   |
| KTSM - El Paso, Texas  | KARK - Little Rock, Ark. |

"Cotton Facts" - a weekly discussion of various subjects dealing with AMS work in connection with cotton is given from the preceding five stations. The material in dialogue form is prepared in Washington and localized in our cotton field offices. The weekly broadcast of "Cotton Facts" is sent by the Atlanta, Memphis, and Dallas offices to other stations in the Cotton Belt.

|                            |                           |
|----------------------------|---------------------------|
| WAGM - Presque Isle, Maine | KFBK - Sacramento, Calif. |
|----------------------------|---------------------------|

The following stations are served by the AMS leased wire.

|                            |                  |
|----------------------------|------------------|
| WLBL - Stevens Point, Wis. | WOI - Ames, Iowa |
|----------------------------|------------------|

WOI carries considerable AMS information, in addition to market news, such as crop reports, etc. The Agricultural Statistician presents at least one program a month on the crop and livestock reports of the Crop Reporting Board. Records are made of this broadcast and sent to 9 stations in Iowa, 1 in Nebraska, and 1 in South Dakota, as follows:

|                           |   |
|---------------------------|---|
| KFNF - Shenandoah, Iowa   | WMT - Cedar Rapids & Waterloo, Iowa     |
| KMA - Shenandoah, Iowa    | WOC - Davenport, Iowa                   |
| WOW - Omaha, Nebraska     | KGLO - Mason City, Iowa                 |
| KFJB - Marshalltown, Iowa | WNAX - Yankton, S.Dak.&Sioux City, Iowa |
| KRNT - Des Moines, Iowa   | KSV - Des Moines, Iowa                  |

The records also go occasionally to WKLB - Dubuque, Iowa; WSUI - Iowa City, Iowa; KSCY - Sioux City, Iowa.

3. (Continued)

KOAC - Corvallis, Oregon

4. Local stations to which material is sent direct for broadcast.

NOTE: The time given for these broadcasts is the Standard time prevailing in the city in which the program is given - New York, Eastern Standard; Kansas City, Central Standard.

Abbreviations - The following abbreviations are used in this report:

|     |   |   |
|-----|---|---|
| Tel | - | Telephone   |
| Mgr | - | Messenger   |
| Ph  | - | Phone   |
| AP  | - | Associated Press                                  |
| UP  | - | United Press                                      |
| INS | - | International News Services                       |
| TR  | - | Transradio News Service                           |
| CND | - | Commercial News Dispatch (by telegraph companies) |
| WU  | - | Western Union Telegraph Co.                       |
| P   | - | Postal Telegraph Co.                              |

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California

|     |   |          |   |     |      |   |               |   |          |
|-----|---|----------|---|-----|------|---|---------------|---|----------|
| KLX | - | Oakland  | - | Tel | KGO  | - | San Francisco | - | Mgr      |
| KQW | - | San Jose | - | Mgr | KECA | - | Los Angeles   | - | Tel, Mgr |

Connecticut

WICC - Bridgeport - Mail

Florida

WTMC - Ocala - Mail

Georgia

|      |   |             |   |              |      |   |          |   |           |
|------|---|-------------|---|--------------|------|---|----------|---|-----------|
| WSB  | - | Atlanta     | - | Mail, Mgr    | WSB  | - | Atlanta  | - | Mail, Mgr |
| WPAX | - | Thomasville | - | Mgr (Studio) | WMGA | - | Moultrie | - | Mail      |
| WGPC | - | Albany      | - | Mail         |      |   |          |   |           |

Illinois

|      |   |                |   |          |      |   |         |   |          |
|------|---|----------------|---|----------|------|---|---------|---|----------|
| WTMV | - | East St. Louis | - | Tel, Mgr | WBBM | - | Chicago | - | Mail     |
| WLS  | - | Chicago        | - | Tel      | WAAF | - | Chicago | - | Tel, Mgr |
| WJJD | - | Chicago        | - | Mail     |      |   |         |   |          |

Indiana

WIRE - Indianapolis - Tel                      WFBM - Indianapolis - Mgr, Mail  
WIBC - Indianapolis - Tel, Mgr                WKBV - Richmond                - CND

Kansas

KIBW - Topeka                      - Mail                      KTSW - Emporia                      - \*

Kentucky

WPAD - Paducah                      - \*\*                      WAVE - Louisville                      - Mgr

Louisiana

KRMD - Shreveport                      - Mail                      WWL - New Orleans                      - Mgr

Michigan

WCAR - Pontiac - Mail

Minnesota

WDGY - Minneapolis                      - \*\*\*                      KSTP - St. Paul                      - Tel

Missouri

KFEQ - St. Joseph                      - Mgr                      KMBC - Kansas City                      - \*\*\*\*  
KIU - Columbia                      - Mail                      KMOX - St. Louis                      - Tel

New Jersey

WOR - Newark - Tel

New York

WHAN - Rochester                      - Mgr                      WHAM - Rochester                      - \*\*\*\*\*  
WBEN - Buffalo                      - Mgr, Tel                      WFAS - White Plains - Mail  
WKBW - Buffalo                      - Tel

\* This information is received and rebroadcast by KTSW. Comes from remote control program from WHB, Kansas City over the Sunflower network.

\*\* Rebroadcast from WHAS.

\*\*\* This is AMS information from S. St. Paul livestock office. Broadcasts made by remote control by Central Coop. Association.

\*\*\*\* This information is prepared by R. E. Corbin, Fruits and Vegetables.

\*\*\*\*\* Report varies considerably with season. Special potato and peach reports and shipping point information reported by AMS Rochester office especially for this program.



New York (Continued)

WBAY - Albany - New York Teletype provided by New York State  
Department of Markets Teletype

WGY - Schenectady - New York Teletype provided by New  
York State Department of Markets Teletype

WSYR - Syracuse - Syracuse and Rochester market information  
Teletype

North Carolina

|                       |        |                |        |
|-----------------------|--------|----------------|--------|
| WFTC - Kinston        | - Mail | WDNC - Durham  | - Mail |
| WCNC - Elizabeth City | - Mail | WGTM - Wilson  | - Mail |
| WAIR - Winston-Salem  | - Mail | WPTF - Raleigh | - Mgr  |
| WBT - Charlotte       | - Mail |                |        |

Pennsylvania

|                    |        |                   |        |
|--------------------|--------|-------------------|--------|
| KYW - Philadelphia | - Tel  | KDKA - Pittsburgh | - Mail |
| WAZL - Hazleton    | - Mail |                   |        |

South Carolina

WIS - Columbia - Mgr

South Dakota

KOBH - Rapid City - Mail

Tennessee

|                 |             |                 |       |
|-----------------|-------------|-----------------|-------|
| WSM - Nashville | - Mgr, Mail | WSI - Nashville | - Mgr |
|-----------------|-------------|-----------------|-------|

Texas

|                    |             |                    |        |
|--------------------|-------------|--------------------|--------|
| KFJZ - Fort Worth  | - Mail, Mgr | WOAI - San Antonio | - Mgr  |
| KRGV - Weslaco     | - Tel       | KGFI - San Benito  | - Mail |
| KTSA - San Antonio | - Mail      | KPRC - Houston     | - Mgr  |

Virginia

WMBG - Richmond - Mgr

Washington

|                   |        |                 |        |
|-------------------|--------|-----------------|--------|
| KWSC - Pullman    | - Mail | KPQ - Wenatchee | - Mail |
| KVOS - Bellingham | - Mail |                 |        |

West Virginia

WSAZ - Huntington - Mgr                      WWVA - Wheeling - \*

Wisconsin

WKBH - La Crosse - Wire                      WHA - Madison - Mail

Wyoming

KDFN - Casper - Mgr

5. Syndicated Scripts

The New England Radio News Service is operated under the supervision of the Agricultural Marketing Service. This office is maintained jointly by several agencies of the U. S. Department of Agriculture and the six New England Departments of Agriculture. It syndicates daily broadcasts to the following stations. These syndicated broadcasts are approximately 1500 words each. These manuscript broadcasts cover a wide range of agricultural subjects of interest to New England farm audiences.

Maine

WABI - Bangor - Mail                      WLBZ - Bangor - Mail  
WGAN - Portland - Mail

New Hampshire

WHEB - Portsmouth - Mail

Vermont

WQDM - St. Albans - Mail                      WNBZ - Springfield - Mail  
WSYB - Rutland - Mail                      WDEV - Waterbury - Mail

Massachusetts

WLLH - Lowell - Mail                      WESX - Salem - Mail  
WNBH - New Bedford - Mail

Connecticut

WELI - New Haven - Mail                      WTIC - Hartford - Mail

\* Method of delivering the information to the station not available at this time.

|                                     |                      |      |
|-------------------------------------|----------------------|------|
| KMPC - Beverly Hills-(News service) | KTRB - Modesto       | - UP |
| KIEM - Eureka                       | KDON - Monterey      | - UP |
| KMJ - Fresno                        | KTMS - Santa Barbara | - UP |
| KNX - Los Angeles                   | KTKC - Visalia       | - UP |



Colorado

|                |           |                |           |
|----------------|-----------|----------------|-----------|
| KGIW - Alamosa | - TR      | KLZ - Denver   | - INS     |
| KVOD - Denver  | - UP      | KIUP - Durango | - CND, TR |
| KFKA - Greeley | - CND, WU | KIDW - Lamar   | - CND, WU |

Florida

|                           |           |                    |      |
|---------------------------|-----------|--------------------|------|
| WRUF - Gainesville        | - CND, WU | WKAT - Miami Beach | - UP |
| WQAM - Miami              | - UP      | WTMC - Ocala       | - UP |
| WFOY - St. Augustine - UP |           |                    |      |

Georgia

|                 |      |                 |       |
|-----------------|------|-----------------|-------|
| WRGA - Rome     | - UP | WATL - Atlanta  | - INS |
| WMGA - Moultrie | - UP | WSAV - Savannah | - INS |

Illinois

|                     |      |                    |                 |
|---------------------|------|--------------------|-----------------|
| WROK - Rockford     | - UP | WBEM - Chicago     | - Mail, UP, INS |
| WMRO - Aurora       | - AP | WEBQ - Harrisburg  | - CND-WU        |
| WLS - Chicago       | - UP | WEDC - Chicago     | - UP            |
| WTAD - Quincy       | - UP | WENR - Chicago     | - UP            |
| WMAQ - Chicago      | - UP | WMBD - Peoria      | - UP            |
| WCFL - Chicago      | - UP | WROK - Rockford    | - UP            |
| WJBC - Bloomington  | - TR | WHBF - Rock Island | - UP            |
| WDWS - Champaign, I | - UP | WDZ - Tuscola      | - CND-WU        |

Indiana

|                   |       |                        |          |
|-------------------|-------|------------------------|----------|
| WTRC - Elkhart    | - UP  | WEAM-WSBT - South Bend | -UP      |
| WHBM - Anderson   | - CND | WIBC - Indianapolis    | - CND-WU |
| WOWO - Fort Wayne | - UP  | WFBM - Indianapolis    | - INS    |

Iowa

|                        |               |                    |         |
|------------------------|---------------|--------------------|---------|
| KMA - Shenandoah       | - UP          | KSO - Des Moines   | - UP    |
| WHO - Des Moines       | - UP, TR, CND | KRNT - Des Moines  | - UP-AP |
| WKBB - Dubuque         | - TR          | WMT - Cedar Rapids | - UP    |
| KOLO - Mason City - UP |               |                    |         |

Kansas

|                    |              |                 |       |
|--------------------|--------------|-----------------|-------|
| KVGB - Great Bend  | - AP         | KTSW - Emporia  | - UP  |
| KIUL - Garden City | - CND-WU & P | KVAK - Atchison | - TR  |
| KFH - Wichita      | - UP         | WIBW - Topeka   | - UP  |
| KOAM - Pittsburg   | - INS        | WREN - Lawrence | - INS |



Kentucky

WOMI - Ashland - UP

Louisiana

KRMD - Shreveport - INS      WWL - New Orleans - UP

Maryland

WSAL - Salisbury - TR

Massachusetts

WESX - Salem - INS

Michigan

WDMJ - Marquette - TR      WKBZ - Muskegon - UP  
 WHLS - Port Huron - UP

Minnesota

KFAM - St. Cloud - AP      KROC - Rochester - UP  
 KWNO - Winona - AP      KVOX - Moorhead - CND-WU-UP  
 KYSM - Mankato - UP

Mississippi

WSKB - McComb - UP      WAML - Laurel - UP  
 WJPR - Greenville - INS

Missouri

KXOX - St. Louis - UP-INS      KFRU - Columbia - UP  
 KEVS - Cape Girardeau - CND      KMOX - St. Louis - UP  
 KDRO - Sedalia - UP      KWOS - Jefferson City - UP  
 KWTO - Springfield - UP

Montana

KGIR - Butte - TR      KPFA - Helena - CND-P

Nebraska

KGKY - Scottsbluff - CND-WU      KGFV - Kearney - UP  
 KGNE - North Platte - UP      KORN - Fremont - UP, CND  
 KMMJ - Grand Island - UP, CND      WJAG - Norfolk - AP

New Jersey

WCAM - Camden - TR      WOR - Newark - TR

New York

WBNY - Buffalo - TR WHAM - Rochester - CND

New Mexico

KLAH - Carlsbad - TR KICA - Clovis - CND-WU

North Carolina

WSJS - Winston-Salem - UP WBT - Charlotte - CND, UP  
 WBIG - Greensboro - TR WEEK - Rocky Mount - CND-WU  
 WCNC - Elizabeth City - UP WPTF - Raleigh - UP  
 WMFR - High Point - UP WVNC - Asheville - UP

North Dakota

WDAY - Fargo - UP KDLR - Devils Lake - CND  
 KFVR - Bismarck - AP

Ohio

WHIO - Dayton - AP-UP WBNS - Columbus - AP  
 WBNS - Columbus - AP WICA - Ashtabula - UP

Oklahoma

KADA - Ada - CND-WU KASA - Elk City - \*  
 WKY - Oklahoma City - AP KTOK - Oklahoma City - UP  
 WBBZ - Ponca City - UP KOMA - Oklahoma City - UP  
 KVOO - Tulsa - INS-UP KVSQ - Ardmore - CND-P  
 KHBG - Okmulgee - UP

Oregon

KEJI - Klamath Falls - UP KBND - Bend - UP  
 KLBM - La Grande - UP

Pennsylvania

WKBO - Harrisburg - UP WKOK - Sunbury - UP  
 WKST - New Castle - INS WJAS - Pittsburgh - TR

South Carolina

WFBC - Greenville - UP WCOS - Columbia - TR

Rhode Island

WPRO - Providence - UP

South Dakota

|                    |                |                   |            |
|--------------------|----------------|-------------------|------------|
| KGFX - Pierre      | - AP           | KOBH - Rapid City | - CND & TR |
| KFDY - Brookings   | - CND          | WCAT - Rapid City | - AP       |
| KSOO - Sioux Falls | - UP           | KABR - Aberdeen   | - AP       |
|                    | WMAX - Yankton | - UP              |            |

Tennessee

WTJS - Jackson - UP

Texas

|                    |          |                   |             |
|--------------------|----------|-------------------|-------------|
| KCMC - Texarkana   | - UP     | KTSM - El Paso    | - UP        |
| KVWC - Vernon      | - AP, UP | KPDN - Pampa      | - AP        |
| KABC - San Antonio | - UP     | KGNC - Amarillo   | - UP, CND-P |
| KIUN - Pecos       | - TR     | KXOX - Sweetwater | - UP        |

Utah

KSL - Salt Lake City - UP-INS

Vermont

WCAX - Burlington - UP

Virginia

|                 |                |                  |      |
|-----------------|----------------|------------------|------|
| WRNL - Richmond | - UP           | WLVA - Lynchburg | - TR |
|                 | WTAR - Norfolk | - UP             |      |

Washington

|                   |      |                   |       |
|-------------------|------|-------------------|-------|
| WJJ - Walla Walla | - UP | KIT - Yakima      | - UP  |
| KVI - Tacoma      | - AP | KVOS - Bellingham | - INS |
| KELA - Centralia  | - TR | KPQ - Wenatchee   | - INS |

West Virginia

|                |      |                 |       |
|----------------|------|-----------------|-------|
| WJLS - Beckley | - UP | WMMN - Fairmont | - INS |
|----------------|------|-----------------|-------|

Wisconsin

|                   |                  |                    |      |
|-------------------|------------------|--------------------|------|
| WEAU - Eau Claire | - UP             | WIBA - Madison     | - UP |
| WEMP - Milwaukee  | - UP             | KFIZ - Fond du Lac | - UP |
| WOMT - Manitowoc  | - UP             | WSAU - Wausau      | - UP |
| WRJN - Racine     | - TR             | WCLO - Janesville  | - AP |
|                   | WHBL - Sheboygan | - UP               |      |

